

RE: LTEP Comms Snapshot

From: "Armstrong, Hillary (ENERGY)" <hillary.armstrong@ontario.ca>
To: "Tresise, Landon (ENERGY)" <landon.tresise@ontario.ca>, "Berry, James (ENERGY)" <james.berry5@ontario.ca>
Cc: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>, "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>
Date: Tue, 17 Oct 2017 21:38:34 -0400
Attachments: LTEP 2017 Snapshot 2017-10-17 tracked.docx (48.26 kB)

Hi Landon,

Please find attached the revised comms snapshot based on your feedback below (changes tracked). If you're comfortable with this version, we'll include in the final signing package for the Minister tomorrow.

Thanks,
Hillary

From: Tresise, Landon (ENERGY)
Sent: October-17-17 1:43 PM
To: Armstrong, Hillary (ENERGY); Berry, James (ENERGY)
Cc: Schlaepfer, Martin (ENERGY); Whittington, Matt (ENERGY)
Subject: RE: LTEP Comms Snapshot

Comments Below:

Communication Objectives – Is someone or somewhere going to speak to what the “good news stories” are?

Context – “...every three to four years...” – didn't we change this in legislation to be more specific? Not sure it matters for this...

Launch Event – Description - Add that a separate opposition room will be available

From: Armstrong, Hillary (ENERGY)
Sent: October-16-17 6:31 PM
To: Berry, James (ENERGY); Tresise, Landon (ENERGY)
Cc: Schlaepfer, Martin (ENERGY); Whittington, Matt (ENERGY)
Subject: LTEP Comms Snapshot

Hi James / Landon,

As part of the Cabinet submission for October 25, we have to prepare a comms snapshot. The attached snapshot is very similar to the snapshot we prepared for the previous Cabinet submission, because our comms strategy is still the same. There are only minor updates made from the last version.

Can you let us know tomorrow if you have any revisions?

Thanks,
Hillary